



MEMORANDUM

To: APA California Board of Directors
From: Hing Wong, AICP, Vice President for Public Information
Re: Update on Website and Webcast
Date: January 11, 2013

Website

The Website Committee and Digital Gear have gone through the entire website and done a content audit. The draft website is located at <http://dev.calapa.digitalgear.com>. Please take a look at the website.

Our new website is slated to go live next month; however, before that can take place, there is still a lot of content missing. The last three pages that shows what needs to be done. For the portion that you are responsible for, please be sure to give Lauren the appropriate materials so that it can be placed into the website no later than January 18, 2013.

When obtaining the remainder of this content, please refer to the development site so you can get an idea of how items will be laid out. Also keep in mind that links on the current site will not be the same on the new site, so if you are linking to the site internally, make sure they link to the correct page; please make sure links to outside sites are up to date too as a few are broken.

The Website Committee would like the Board to adopt the following policies:

- The Website Committee will review website content annually. All files will remain on the website for a minimum of five years (unless outdated). Outdated content will be removed. Large files, such as videos and high resolution images will be archived after five years, if necessary.
- Portions of the website can be viewed/accessed by APA members only. This will bring value to being an APA member.

APA Members Only Portion of the Website (In Red)

Home

Image Rotation
News & Announcements
Upcoming Events
Our Sponsors
What We Do
Become a Member
Contact Us

Membership

Join APA
Customer Service
[Address Change](#)
Students
Young Professionals
Planning Commissioners
Retired, Life & Unemployed

News & Media

[Cal Planner](#)
[Membership E-Blasts](#)
Media Inquiries

Professional Development

AICP
Certified Maintenance
FAICP

Legislation

[Hot Bills & Regulations](#)
Legislative Review Teams
National Legislative Program
Amicus Committee
[Daily Publish Court Cases](#)

Local Sections

Central
Central Coast
Inland Empire
Los Angeles
Northern
Orange
Sacramento Valley
San Diego

APA Affiliates

California Planning Foundation
California Planning Roundtable
Planner Emeritus Network
National APA

About Us

History
Bylaws
Strategic Plan
[Annual Report](#)
[APA California Board](#)
Contact Us

Events

Conferences
[Conference Session Materials](#)
Awards Program

Jobs

[Postings](#)

Resources

[Consultant Directory](#)
[APA California Northridge Archives](#)
[Planning Landmarks](#)

Webcast

APA California has joined the Planning Webcast Series. Various APA Chapters, Divisions and Universities are members. Each webcast is presented by a different chapter. Typically, there is one new webcast per week, usually on Fridays from 10:00am to 11:30am (PST).

The webcasts are free to all participants and are worth 1.5 CM credits each. They offer distance education credits, including law and ethics, at no charge to participants.

Here's a list of the upcoming webcasts:

January 11 - New Jersey Chapter - POSTPONED

January 18 - Linking Airports to Transportation Planning, Transportation Division

January 25 - Mobile Planning: There's an App for That, The Ohio State University

February 1 - TBD, Illinois Chapter

February 8 - Copy Cats: How Plagiarism (and Laziness) is Discrediting the Urban Planning Profession, The Ohio State University

February 15 - TBD, Mississippi Chapter

February 23 - TBD, Economic Development Division

March 1 - How to Start a New Consulting Firm: Strategies for Success, Private Practice Division

March 8 - TBD, Northern New England Chapter

March 15 - TBD, Western Central Chapter

March 22 - OPEN DATE

All upcoming webcasts are posted at www.utah-apa.org/webcasts. Use the links on this website to register online for the specific webinar. All archived webcasts are posted at www.utah-apa.org/webcast-archive.

It might be a good idea for APA California to present one later this year. Perhaps we can do it on our legislative activities that would have broad appeal both within and outside of the state.

APA Content Audit 1/4/2013

Broken URLs:

- 1.1 Join APA
 - To apply for Chapter-Only membership go to www.calapa.org/en/cms/?23.
 - The above link will be broken once new site is up. Need correct link to page on development site.
 - Or click [here](#) for a printable application.
 - Link on the word “here” links to a document on the old site. This will break when switching over. Need this document to properly link to it.
- 1.3 Address Change
 - If you are a Chapter-Only member you can change your own address and personal information online on the APA California website by [logging in](#), clicking on My Record and Edit Record, making the necessary changes and clicking the Submit Changes button at the bottom of the page.
 - The words “logging in” links to current site and will be broken when switching to the new site. Need correct link to page on development site.
- 2.1 Cal Planner
 - APA California accepts Job Advertisements and Calling Card Advertisements to be listed in both Cal Planner and the www.apacalifornia.org website.
 - www.apacalifornia.org doesn't exist
- 3.1 AICP
 - <http://www.myapa.planning.org/propractice/>
 - <http://www.planning.org/tutorial/>
- 3.2 Certified Maintenance
 - <http://www.professional.captus.com/Planning/catalog.aspx>
 - <http://www.sdapa.org/home/index.php>

Content Needed:

- Homepage
 - Member Login
 - Please click here to create your non-member login account.
 - “Click here” - where does this go?
 - Click this link to request an email with your login ID and a link to reset your password.
 - “Click this link” - where does this go?
 - News & Announcements (Homepage)
 - Need articles (will also cycle with News & Media page)
 - Upcoming Events (Homepage)
 - Need content for the events calendar.
 - Will display on homepage.
 - Image Slider
 - Imagery

- Corresponding text
 - Links/call-to-action
 - Our Sponsors
 - Logos
 - Links
 - Footer Call-outs
 - Images
- 1.0 Membership
 - 1.2 Customer Service
 - Need Q&A content
- 2.0 News & Media
 - 2.0 Overview
 - Will cycle with articles from the homepage to keep it updated.
 - 2.2 Membership E-Blasts
 - Need content.
 - Will display archived eblasts.
- 4.0 Legislation
 - 4.0 Legislation
 - Need picture of David Snow
 - 4.1 Hot Bills & Regulations
 - (Last LegUpdate for CalPlanner – P (New) NOTE: Include CalPlanner Leg Updates here as archive. Live CapitolTrack Link – MO)
 - Resources & Links (NOTE: THESE NEED TO BE UPDATED.)
 - 4.4.1 Amicus Committee
 - (NOTE: I'm not sure who has these, but we need to provide the link or the documents.)
 - 4.5 Daily Published Court Cases
 - Not yet active, but will need content when it becomes active.
- 5.0 Local Sections
 - 5.6 Orange County
 - Need additional content. All we have is a link.
- 6.0 APA Affiliate Organizations
- 7.0 About Us
 - 7.2 Bylaws
 - Need link to updated bylaws(Brooke?) with Dorina's cover page.
 - 7.3 Strategic Plan
 - Will be updated at the January 2013 Retreat.
 - Link waiting until complete.
 - 7.4 Annual Report
 - Being published January 2013
 - Need final 2013 budget
 - 7.5.3 Board Binder
 - (NOTE: Lauren and I have gone through the existing Board Binder items and have reduced it substantially. It will now include only those

items not found elsewhere on the website. However, we need to go back through and revise the links, so I'll have to fill in this info later.)

- Not sure how this is going to be displayed

- 8.0 Events

- 8.0 Events - need events to add
- 8.1.1. Conference Session Materials
 - (NOTE: Is there a link for the 2012 Conference session presentations, or for any year before 2011?) There should be link for 2012 (Francine?) and not much prior to 2010 or 2011.
- 8.2.1 Award Winners
 - Need links
 - (NOTE: There are lots of missing links on this page that go to .wmv files on the OLD site. We need to figure out a plan for these..)

- 9.0 Jobs

- 9.0 Overview
 - Need content/links for submitting job and internship postings.

- 10.0 Resources

- 10.0 Overview
 - Need links for:
 - Young Planners Handbook
 - Orange County Best Practices for Dummies
 - San Diego Caltrans Template
 - SGC Funding Wizard
 - California Sites
 - National APA Sites
 - Planning Sites
 - Planning Directors Link
 - Link from Dave Snow?
- 10.1 Consultant Directory
 - Content to be taken from existing website.
- 10.3 Planning Landmarks
 - Steve and Larry: What do you want to include here?